



Name : **D. JENISHA**
Occupation : Assistant Professor
Department of Business Administration,

Qualification : **M.B.M., M.B.A., M.Phil.(Mgt),NET, PhD**
Additional Qualification : **NET - National Eligibility Test for Lectureship**
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QUALIFICATION

Degree	Specialization	University / Institution	Year of Passing
SSLC	-	Duthie Girls Hr. Sec. School, Nagercoil	1993
H.S.C	Commerce & Accounting	Duthie Girls Hr. Sec. School, Nagercoil	1995
B.Com	Accounting	Women's Christian College, Nagercoil	1998
MBM	Finance & Banking	Alagappa University Management Department ,Karaikudi	2000
M.Phil	Management	Madurai Kamaraj University	2006
MBA	HRM	Indira Gandhi National Open University	2010
NET	Management	UGC	2010
PhD	Management	Manonmaniam Sundaranar University	2018

TEACHING EXPERIENCE

- Assistant professor from **25.06.2018 to till date** at the Department of Business Administration, Govt Art and Science College Paulkulam, Kanyakumari (erst while Manonmaniam Sundaranar University Constituent College)
- Assistant professor from **14.07.2008 to 23.06.2018** at the Department of Management Studies, Vins Christian College of Engineering (**9 Years 11 Months**)
- **Served as Counselor** M.Com Degree Programme, Indira Gandhi National Open University, Study Centre at S.T Hindu College, Nagercoil.
- **Acted as Resource Person** MBA Degree Programme, Madurai Kamaraja University Study centre at ST Hindu College, Nagercoil.

AREA OF INTEREST

- **Banking , Finance & Human Resource Management**

PROJECT GUIDANCE EXPERIENCES

- Project co-ordinator in MBA Programme and Guided more than 100 MBA Students in various specialisations of Management in their Project Works

TECHNICAL QUALIFICATION

- Certificate Course on MS Office
- Certificate Course on FoxPro & HTML

SEMINAR AND WORKSHOP PARTICIPATED

- National seminar on Global Financial Crisis and its impact on Indian Economy organized by S.T Hindu college, Nagercoil.
- UGC sponsored National level seminar on Globalization in the present scenario organized by the Department of Economics at Women's Christian College, Nagercoil.
- UGC Sponsored National Workshop on Human Values & Ethics organized by Internal Quality Assurance Cell, at Scott Christian College, Nagercoil
- Seventh All India Conference of SRF organized by Scott Christian College, Nagercoil.
- Statistical Techniques for Research in Economics organized by the Department of M.Phil Economics, Vivekananda College, Agasteeswaram.
- National level Management meet on Self help group based micro enterprises organized by Department of Management Studies, CSI Institute of Technology
- Faculty Development Programme – A practical session on SPSS 19.0 organised by Department of Management Studies, C.S.I Institute of Technology, Thovalai
- National seminar on Progress of Historical Research and Writing in the 20th century organized by Scott Christian College, Nagercoil
- Two day workshop on Research Methodology, organized by Faculty of Management Studies, Noorul Islam Centre for Higher Education
- One week FDP on Digital Learning and Teaching based on four Quadrant Strategy , organized by Manonmaniam Sundaranar University, Tirunelveli from July 22-28, 2020
- UGC sponsored National Seminar on GDP and the Indian Economy organized by post Graduate and Research Centre, Department of Economics, Scott Christian College(Autonomous), Nagercoil
- UGC sponsored National Seminar on Economic issues organized by post Graduate and Research Centre, Department of Economics, Scott Christian College(Autonomous), Nagercoil

PAPER PRESENTED AND ARTICLES PUBLISHED

- **“External Commercial Borrowing in India”** article published in Progress of Historical Research and writing in History – in the 20th Century, 2012, ISBN: 978-81-908910-2-8, pp 123 -125
- **“Globalization and its impact on the Indian Health care sector”** presented a paper in UGC sponsored National level seminar on Globalization in the present scenario organized by the Department of Economics at Women's Christian College, Nagercoil

- **“Competitive Advantage a Strategic Tool for Business during Recession”**- Proceeding of the seventh all India conference of SRF published in Scott Research Forum 2010, Vol. 1, pp. 238-242
- **“Management of Economic Crisis in Indian Information Technology Industry”**-Article published in the book **GLOBAL AND GENERAL ISSUES** (ISBN-13:978-81-908538-5-9) 2010, pp25-30 Book published by the Department of Economics Scott Christian College, Nagercoil.
- **“Recession in Indian Economy”**-Article published in the Journal voice of THE HINDECON ISSN:0975-5802-VOL-XVIII-2009-10, pp.75-77
- **“Role of self help groups in the development of rural women”**-presented a paper in the National level Management meet on Self help group based micro enterprises organized by Department of Management Studies, CSI Institute of Technology in Association with TamilNadu Corporation for Development of Women Ltd
- **“Risk preference and Risk tolerance of Household investors”** an article published in International Journal of Emerging Technologies and innovative Research, Vol.6 , ISSN: 2349 -5162, Impact Factor : 5.87, June 2019
- **“A Study on Socio Economic Profiling and Awareness About Various Investment Avenues –with Reference to Household Investors in Kanyakumari District”**, Kala Sarovar ISSN: 0975-4520(UGC Care Group-1 Journal) Vol-23 No.04(IX) October-December 2020
- **“Analysing investor’s perception towards Risk and Return using Structural Equation Model Path Diagram”** – An article published in Infokara Research, Vol: 10, Issue – 7, ISSN – 1021- 9056, July 2021
- **“Information Communication Technology – A successful drive-in financial sector”** – An article published in Journal of Interdisciplinary Cycle Research, Vol 8, Issue 8, ISSN – 0022- 1945, August 2021
- **“GDP and Securities Market in India”** - presented a paper at the UGC sponsored National Seminar, organized by post Graduate and Research Centre, Department of Economics, Scott Christian College(Autonomous), Nagercoil
- **“The role of Government supported youth mentorship programmes in promoting socio economic Development”**- presented a paper at the UGC sponsored National Seminar, organized by post Graduate and Research Centre, Department of Economics, Scott Christian College(Autonomous), Nagercoil

PROJECT WORKS UNDERTAKEN

- **In MBM-“Products in Banking a Study with Reference to Lakshmi Vilas Bank Limited”.**
- **In MPhil-“A Study on brand Perception and market Potential for Tata IndicaV2 model Vehicles”**

- **In MBA-“A Study on Job Stress among Nurses working in the Private Hospitals of Nagercoil”**
- **Research Title “Strategic Model for Analyzing Risk and Return to the Average Investors”.**

Signature

D.Jenisha